

Message Text

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PAGE 01 AMSTER 00654 051316Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----020678 051938Z /11

R 051015Z JUL 78
FM AMCONSUL AMSTERDAM
TO USDOC WASHDC
INFO SECSTATE WASHDC 3511
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 654

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: FOREIGN BUYER VISIT: HEMA BV

REF: A) USDOC 07881, APRIL 25, 1978 ABD ND PREVIOUS: B) AMSTERDAM
390, APRIL 27, 1978 AND PREVIOUS

1. FOLLOWING SUCCESSFUL VISIT BY HEMA BUYERS OF CHILDREN S CLOTHING,
NIGHTWEAR AND HOUSEHOLD TEXTILES, TWO OTHER HEMA BUYERS ARE PLANNING
A 10-DAY BUYING TRIP TO THE US LATE OCTOBER/EARLY NOVEMBER 1978.

2. MISS EDNA KAVANAGH AND MR. P. BRAVE WILL BE LOOKING FOR THE FOL-
LOWING PRODUCTS:
MEN S SOCKS, ACRYLIC/COTTON SPORT SOCKS, ESPECIALLY TENNIS SOCKS,
CHILDREN S AND LADIES KNEE HIGHS, LADIES PANTY HOSE, STOCKINGS,
SUPPORT HOSE, CHILDREN S SOCKS.
THEY ARE ONLY INTERESTED IN PRIVATE LABEL AND WISH TO CONTACT
MANUFACTURERS DIRECTLY.

3. HEMA HAS BETWEEN 10 AND 15 PERCENT OF THE DUTCH HOSIERY MARKET
ESTIMATED AT 20 MILLION US DOLLARS, AND PRESENTLY SELLS LOCAL-MADE
HOSIERY AND IMPORTS FROM ITALY.

4. MISS KAVANAGH AND MR. BRAVE ARE ALSO INTERESTED IN NEW DEVE-
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LOPMENTS AND WOULD LIKE TO MEET WITH DUPONT DE NEMOUR.
THEY WILL USE THE OPPORTUNITY TO LOOK AT SPORTSWEAR AND VISIT
SHOPPING CENTERS.

5. ACTION REQUESTED: USDOC IS ASKED TO CONTACT AMERICAN SUPPLIERS
OF ABOVE ITEMS. CONTACTS SHOULD BE MANUFACTURERS ONLY, NOT AGENTS
OR OTHER INDIRECT SOURCES AND SHOULD BE PREPARED TO SELL UNDER

PRIVATE LABEL.

NAME OF CONTACT AT DUPONT DE NEMOUR AND SUGGESTIONS ON SHOPPING
CENTERS WORTH VISITING WOULD BE APPRECIATED.

LAGASSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978AMSTER00654
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780276-0249
Format: TEL
From: AMSTERDAM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780797/aaaaddjg.tel
Line Count: 66
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4ab77c7b-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2120726
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER VISIT: HEMA BV
TAGS: BEXP, NL
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4ab77c7b-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014